



**ENHANCED MUNICIPAL SERVICES DISTRICT COMMISSION  
CITY OF SCOTTSDALE  
PINNACLE CONFERENCE ROOM  
7575 EAST MAIN STREET  
SCOTTSDALE, ARIZONA  
MARCH 17, 2004  
MINUTES**

**PRESENT:** Scudder Gookin, Jr., Chairman  
Paul Piazza, Vice-Chairman  
Marilyn Atkinson, Commissioner  
Anselm Bischoff, Commissioner  
Bambi Johnson, Commissioner  
Steven Scholz, Commissioner

**ABSENT:** Todd Iacono, Commissioner

**STAFF:** Michelle Korf, Deputy Director

**OTHERS  
PRESENT:** Roger Saba  
Margaret Dunn  
Judy Peters  
Joanne Handley

**CALL TO ORDER**

Chairman Gookin called the regular meeting of the Enhanced Municipal Services District Commission to order at 5:35 p.m.

**ROLL CALL**

A formal roll call confirmed members present as stated above.

## **APPROVAL OF MINUTES**

**A MOTION WAS MADE BY COMMISSIONER PIAZZA TO APPROVE THE MINUTES OF THE FEBRUARY 10, AND 18, 2004 MEETINGS AS PRESENTED. THE MOTION WAS SECONDED BY COMMISSIONER BISCHOFF AND PASSED UNANIMOUSLY.**

## **MARKETING CONSULTANT PROCUREMENT**

Ms. Korf reviewed the status and procurement for a new marketing consultant for fiscal year 2005. She stated at the last meeting, the Commission made a recommendation to City Council to not renew the Cramer-Kressalt contract and start the process for a replacement agency for the coming year. She further stated staff has met with the subcommittee of the Commission to review a draft scope of work for marketing services in fiscal year 2005. She inquired if there were any questions or comments on the scope of work.

Commissioner Bischoff inquired if the non-profit aspect was included. Ms Korf replied in the affirmative that there is a question regarding Proposers' experience working with a nonprofit.

Chair Gookin requested information on the budget for the marketing consultant. Ms. Korf requested a general indication from the Commission regarding how much of the \$500,000 they would like to see set aside for area grants. She explained that she did check with the CVB and some other entities to find out if \$350,000 allocated for the marketing consultant would be sufficient to generate any proposals. The answer was yes, however a smaller budget would not allow for emphasizing marketing in terms of branding and creating images and promotion of events. As a result the scope of work is structured to place emphasis on bringing people into downtown and minimizing the branding. A discussion ensued that they could use the existing logo and tag line and existing imagery and that would save money.

(Commission Atkinson and Commissioner Johnson arrived at 6:00 p.m.)

Chair Gookin asked how much of the \$500,000 budget did the Commission want to budget for the marketing consultant. The Commission felt the budget should be somewhere between 60/40 to 50/50. It was discussed that the Consultant should concentrate on promoting the overall area and each district would handle their needs.

Commissioner Piazza inquired if each of the districts would be able to hire the consultant to do additional marketing. Ms. Korf replied the contract would be structured that if any of the districts chose to use the marketing firm they could do so.

Chair Gookin stated he felt Ms. Korf did an incredible job of pulling the marketing consultant procurement together.

Ms. Korf presented information regarding the process for getting this procurement on the streets. She reported they should have the proposals back in early May or June and they would need to reassemble the subcommittee of the Commission to review and score the proposals.

Commissioner Atkinson commented on the fact that CK always assigned their most green employees and she would prefer the new firm to only send experienced people. Ms. Korf reported that a requirement to approve resumes of any new account representatives be submitted to the city will be built into the scope of work.

### **MARKETING WORKING GROUP UPDATES**

Commissioner Johnson stated that a meeting is scheduled for March 25<sup>th</sup>. Ms. Korf stated the agenda is being prepared. Commissioner Atkinson reported they met with staff and discussed things they felt were important. Once they establish a process, they want to be sure they see all the material that goes out and the final say to come through this group. Ms. Korf reviewed the role of the Marketing Working Group and indicated that a description of both the Commission and Working Group responsibilities is included in the packet.

Commissioner Johnson inquired if the original marketing plan they received from CK that had their program for the year, if the new consultant would generate a similar type document. Commissioner Piazza stated that he would like the Commission and Marketing Working Group to spend a little time with that document and pick out those aspects that they felt are successful so that when the new consultant comes on line they would know what they like. There is no need to create something that has already been created. Ms. Korf suggested placing this issue on the next agenda.

Commissioner Johnson inquired about what remained on the CK contract. Ms. Korf reported they are winding down and there is not many events left for them to create marketing materials for. She further reported that there is not the need for a tracking survey so that would save \$10,000. She stated the contract is in place until June 30, 2004. Commissioner Johnson requested a copy of what is left on the contract. Ms. Korf stated that she has already provided the Commission with that information but would be happy to provide them with another copy. Commissioner Piazza requested that CK provide them with a breakdown of how they are going to be expending the money for the next three months.

### **AREA GRANTS**

Ms. Korf stated included in the Commission packet are the area grant guidelines that are currently in place. She requested feedback regarding what they like and don't like about the process. She further stated that she had some sense regarding where they want to go in terms of increasing the amount of money devoted to area grants but what she was not

clear about was how they would like the area grants to operate. She reported after the discussion staff would come back next month with redrafted area grant guidelines.

Commissioner Piazza requested information on how the funds come available to the districts. Ms. Korf explained the area grants cover the fiscal year and the money is received twice a year. Chair Gookin inquired if the funds are available on July 1. Ms. Korf stated affirmatively.

Commissioner Bischoff stated he felt the area grants should be contingent upon matching funds. A discussion ensued that requiring matching funds would be like double taxation and several commissioners would not be supportive of requiring matching funds. The Commission discussed the importance of tracking how those dollars are being spent.

Margaret Dunn stated that she was hearing the message that they want to split this money 60/40 or 50/50 but she would disagree with that theory. There is not enough money to go around and they need to trust the PR Firm to give the downtown a complete message. She further stated that she did not think they could put on an event for \$10,000. They need to have faith in the PR Firm to advertise and market the downtown. She noted if they had a bigger budget it would be different but \$500,000 is not a lot of money in terms of advertising. They need to pool their resources and come together as a downtown community.

Commissioner Bischoff stated for the first year he would suggest each of the districts receives an equal amount.

Ms. Korf stated that it is difficult to set aside money when they don't know what type of event it would fund so the Commission might want to start by discussing what type of activities they want to fund. She further stated they might want to place a funding cap.

Chairman Gookin stated that he did not know if every district would be able to spend their money but the fact that it is available would make the people in each district feel better. Ms. Korf explained if they did not spend the money it would roll over but in terms of showing results they should make an effort to spend the money. Commissioner Piazza stated that he would like to see what ideas each of the districts would come up with. He further stated that he felt it was going to be successful if they hire the right firm and they assist each of the districts with what they are doing. He remarked that he felt the logo should appear on all of their materials.

Margaret Dunn commented on the fact that right now the downtown is truly supported more than it ever has been and there is the desire to raise the downtown to the next level. With that in mind there are many cooperative ties that can be formed they could partner with the CVB to assist with advertising. They could go to the Tourism Development Commission because there is event money available.

Commissioner Piazza stated they plan on working very closely with the CVB.

### **FUTURE AGENDA ITEMS**

Chair Gookin stated that he spoke with Commissioner Atkinson this week and she suggested they come up with a newsletter or some type of short document and let folks know what they are doing. Ms. Korf stated that she would prepare a draft of a newsletter that could be sent to the property owners that are impacted by this assessment. She further stated that she would place this issue on a future agenda for further discussion.

Commissioner Johnson stated included in the Commission packet is a revised letter that the Mayor agreed to sign and it was her understanding a map would be included but she did not remember deciding which map would be included. Ms. Korf stated at the last meeting there was consensus regarding the map that would be attached to the letter. Commissioner Johnson stated her only concern was that a good map was attached. Ms. Korf stated the letter and the map are currently at the printers. She further stated the letter and map would be delivered to the general manager of the hotels and it would be up to them to determine how they would be distributed.

Ms. Korf stated on the next agenda the Commission would review a draft of the Marketing plan, draft of the newsletter, breakdown of the remainder of the CK expenditures, and draft of the area grants program.

Chair Gookin inquired if they need to call a special meeting in two weeks to have a workshop on area grants. He also inquired if two weeks was enough time for staff to pull all of the information together. Ms. Korf stated the Marketing Subcommittee is meeting next week and they could put the topic of area grants on the agenda, have a brainstorming session, and open that meeting up to the commissioners. She further stated if four or more commissioners attend, she would post that meeting as a public meeting.

Chair Gookin stated some of the restrictions on the old applications have been resolved and he would hope they would put together a broad list of what is acceptable and then Ms. Korf as the contract officer could look to see what could be funded.

Ms. Korf reported the next regularly scheduled meeting would take place, Wednesday April 21, 2004 over at One Civic, the same location that the work study session was held in February.

Ms. Korf inquired if the Commission had any further items they would like to see on the next agenda, to contact her.

### **ADJOURNMENT**

With no further business to discuss, the regular meeting of the Scottsdale Enhanced Municipal Services District Commission was adjourned at 7:15 p.m.

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Respectfully Submitted

"For the Record" Court Reporters